

Nov 14 Minutes
Patient and Community Education Work Group

Next meeting: Dec 12th from 3-5, Rm 401 Cannon Health Building (288 N 1460 W)

Present:

Charlotte Vincent
Craig Povey
Lori Walker
Kathy Goodfellow
Marty Malheiro
Ken Benson
Kevin Wyatt
Linda Player
Dee Dee Lobato
Erin Johnson

Reports:

Pharmacies: Kathy Goodfellow (past president of Utah Pharmacists Association) feels that adding labels to pill bottles and/or pamphlets with any Rx for controlled substances is possible and that pharmacists are willing to help. She will report next month on how to best organize their cooperation. Currently, Med guides are included with every prescription. There are also a couple of concurrent programs

Prevention services currently being done: Craig Povey

1. Utah Behavioral Healthcare Network (Utah Association of Counties) provides prevention services (after doing needs assessment).
2. Division of Substance Abuse and Mental Health will give grant \$ to counties to address prescription drug abuse (beginning within next 6 months)
3. "Clean out your cabinet" campaigns in Utah County and Central Utah
4. Higher ed: snow college is close to deploying ed on this issue
5. Four Corners Behavioral Health educating: doctors, jr. high and high school groups, senior citizen groups, and community groups.
6. Salt Lake City Mayor's Coalition held town meeting on Rx abuse, sent 21,000 flyers to parents of 6-12 graders, held brown bags (broadcast on cable tv), press release, utility mailings, newsletters.
7. Prevention Dimensions for k-12 with State office of education. They are willing to let us draft a message or lesson for schools (or enhance existing messages).

In-Theatre Advertising: Kevin Scholz found that the production process is 20 business days. If the ad is ready, it can be submitted at the cost of \$10 a showing for theatres throughout Utah and Salt Lake Counties.

Discussion:

Other interventions to pursue:

- Provide lock boxes at pharmacies, senior centers, doc offices (follow Kentucky's model)
- Put message on bags for pharmacies to give out
- Pharma is required to spend money on education, so let's see if they can fund a media campaign, pamphlets, and evaluation. Kevin will look into how to go about this. Kathy also sees pharmaceutical reps and may have contacts.
- Educate law enforcement (trainings for police academy—Ken could train)
- Insurance fraud presentation to pharmacies (what pharmacists need to give insurance fraud to prove guilty and education on rules)

To keep in mind:

- Include legal issues in our education message (most people don't know that two scripts at same time from two docs without the docs' knowing is a 3rd degree felony)
- Make sure any pamphlets have big enough font, are available in Spanish, are written at a level that everyone can understand (Marty Malheiro is an expert on this)

Finalized Purpose statement:

Develop well-defined educational interventions for both patients and community that will assist in preventing deaths and other negative outcomes due to prescription opioids and other prescription medications.

Stay tuned: We will soon have a website where you can access past meeting minutes and agendas, as well as info on next meetings. I'll send the link once it is up and running.

Tasks:

Kathy: bring Med Guides for us to review content. Report on how to get pamphlets and anything else we decide on (bags, pill labels, etc.) to pharmacists in a systematic way (if there is a way?)

Kevin: find out how we can get funding from King/Pharma, etc. through your contact. Send info on Kentucky's lock boxes. Find out if DARE includes info on Rx drugs.

Ken: find out requirements for adding info on prescription drugs to police academy curriculum.

Erin: Find out how to add to DORA curriculum or any education for people in jail.